

Digital Marketing for the Hospitality Industry



Gazelle
Communications

Using Social Media for Business

Why has some small businesses not yet grasped the huge potential Social Media has to offer? It's affordable advertising rates are unique, targeted and proven in most business sectors to be a very effective platform to engage with your customer.

Social Media for Business such as Facebook, Twitter and TripAdvisor allow you to reach out to your followers and potential customers who perhaps haven't experienced your hospitality yet. You can converse on a regular basis, share news and photographs, menu options, involve your customers in lively debate or promote your business by offering them simple 'Like and Share' competitions.

Interacting on Social Media for Business starts conversations about your business, its great level of service, your new menu or cocktails for the month... once you start to engage with your Social Media followers, you're creating a new level of interest, all of which will encourage additional footfall through your doors.

Gazelle Communications (NI) specialise in Digital Marketing. We can suggest appropriate platforms for your business, help you set-up or make necessary improvements to your businesses profile, set-up, target and schedule advertisements and point-out the important 'do's on don't's' involved with a business profile. We can show you the importance of a #hashtag and how to create new followers with an end result of raising your businesses on-line profile.



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